

FIG.2

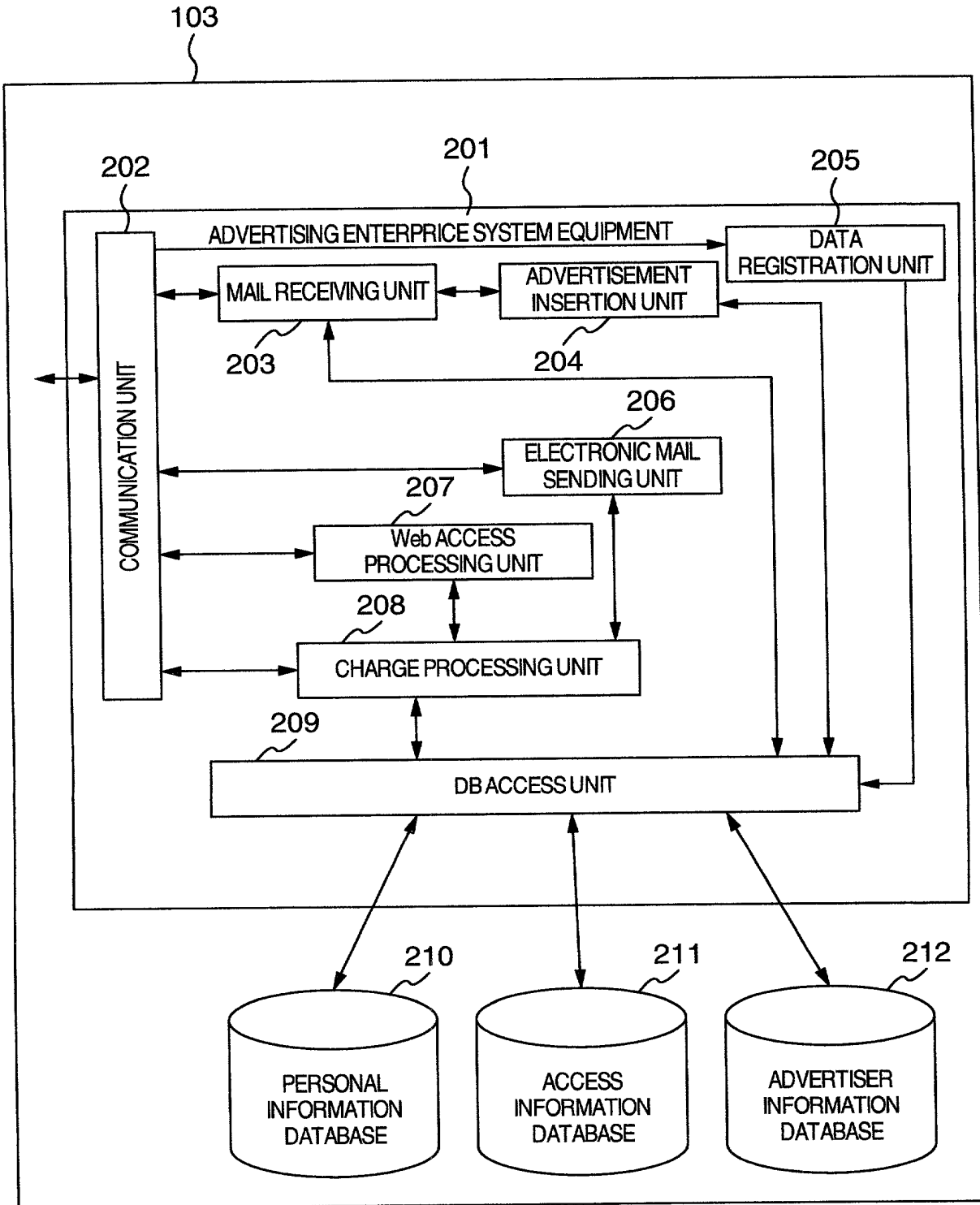


FIG.3

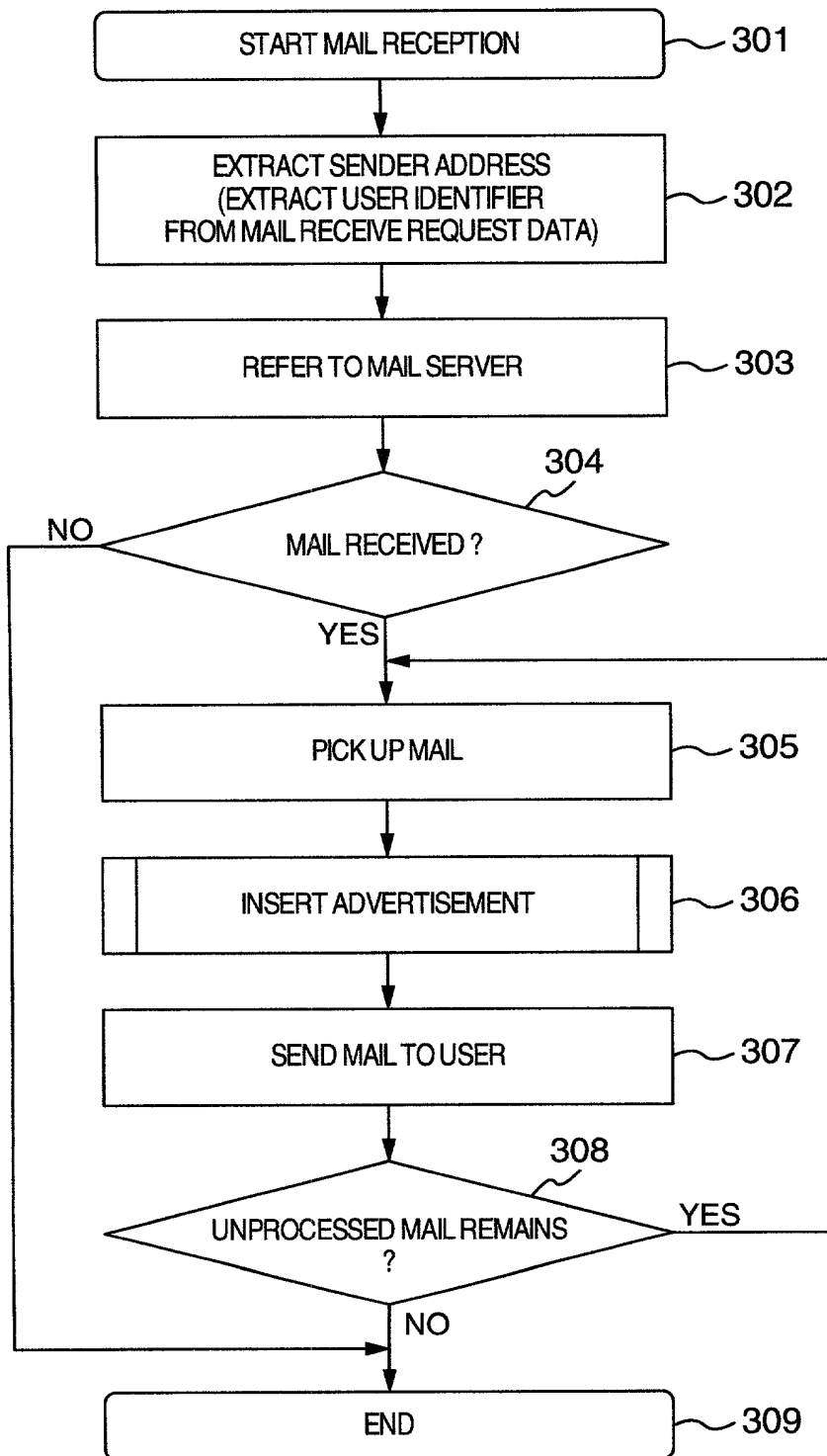


FIG.4

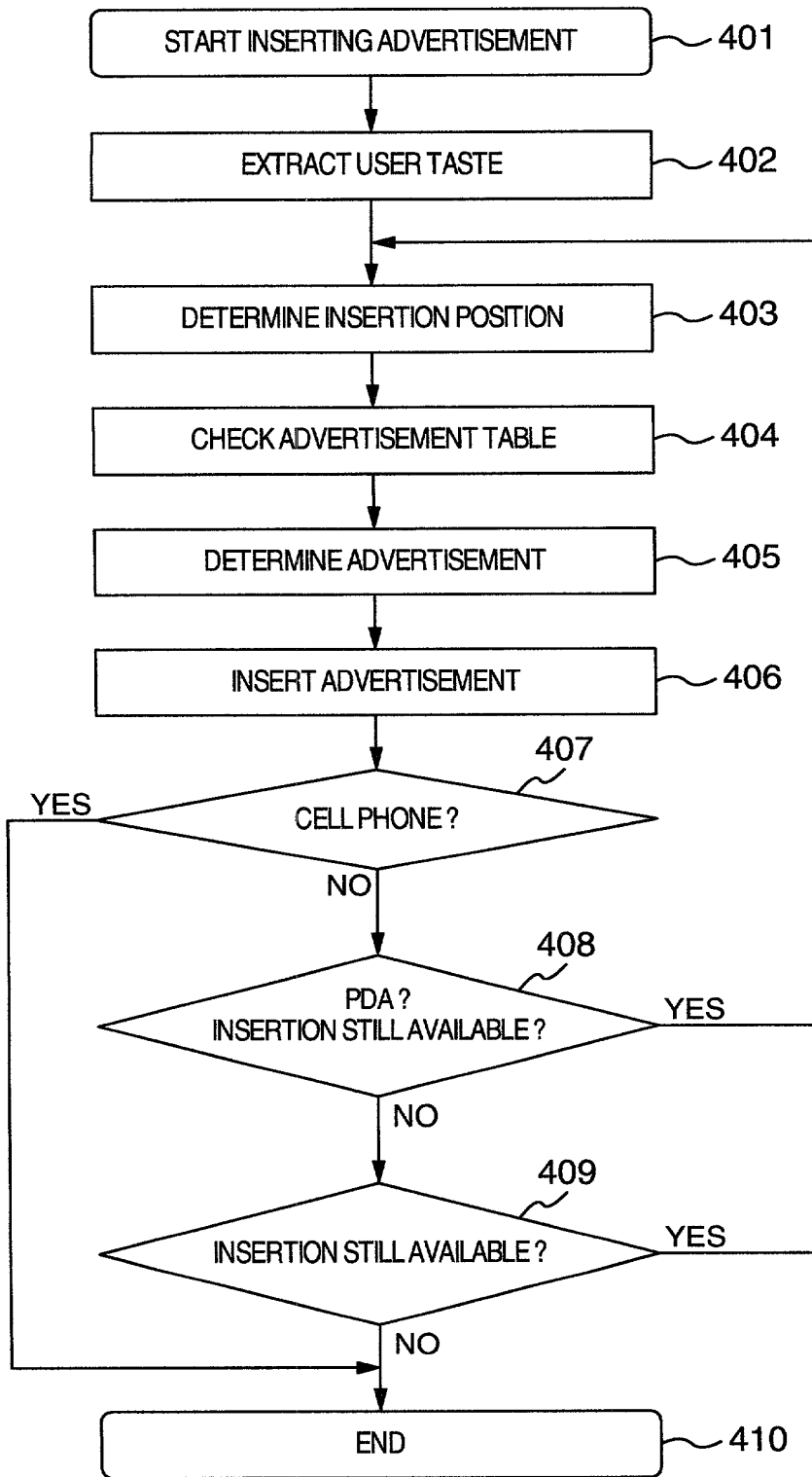
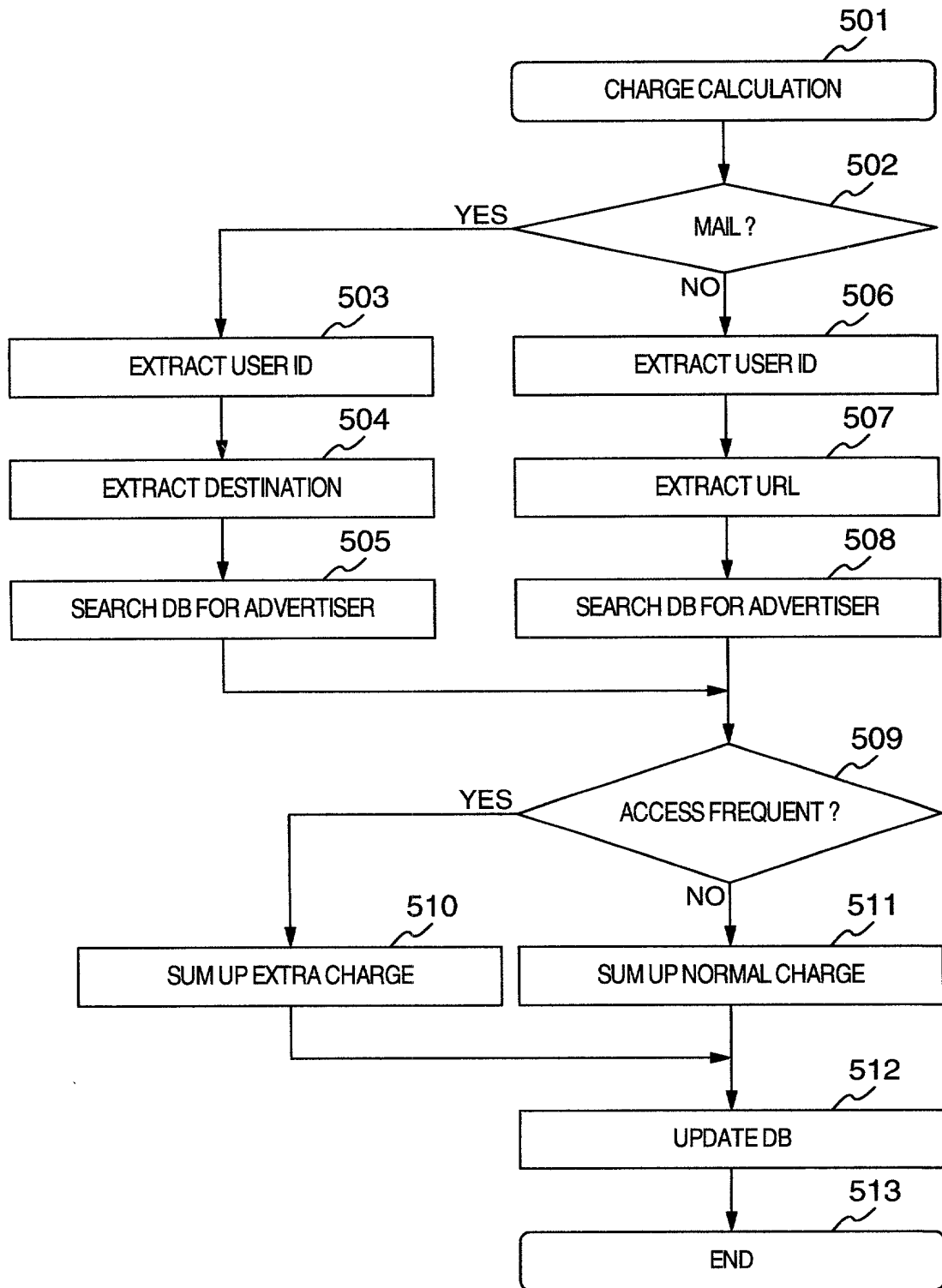


FIG. 4

FIG.5



www.eshop.com

FIG. 6

601	602	603	604	605	606	607	608	609	610
ADVERTISER	CATEGORY	CONTENT OF ADVERTISEMENT	MAIL ADDRESS	NUMBER OF INSERTIONS	ADVERTISEMENT END DATE	UNIT PRICE	EXTRA UNIT PRICE	INSERTION POSITION	REFERENCE ACCESS INTERVAL
COMPANY A	COSMETICS	IN THESE DAYS	cm@kigyoua.co.jp	539	2000/05/21	2	4	1	00:02:30
COMPANY B	CAR	WEEKEND THIS WEEK	custom@kigyob.co.jp	24	2000/06/02	1	3	2	07:00:00
.
.
.
COMPANY X	FOODS	NEW ARTICLE OF FOOD	user@xxx.co.jp	352	2000/07/11	5	10	1	00:01:30

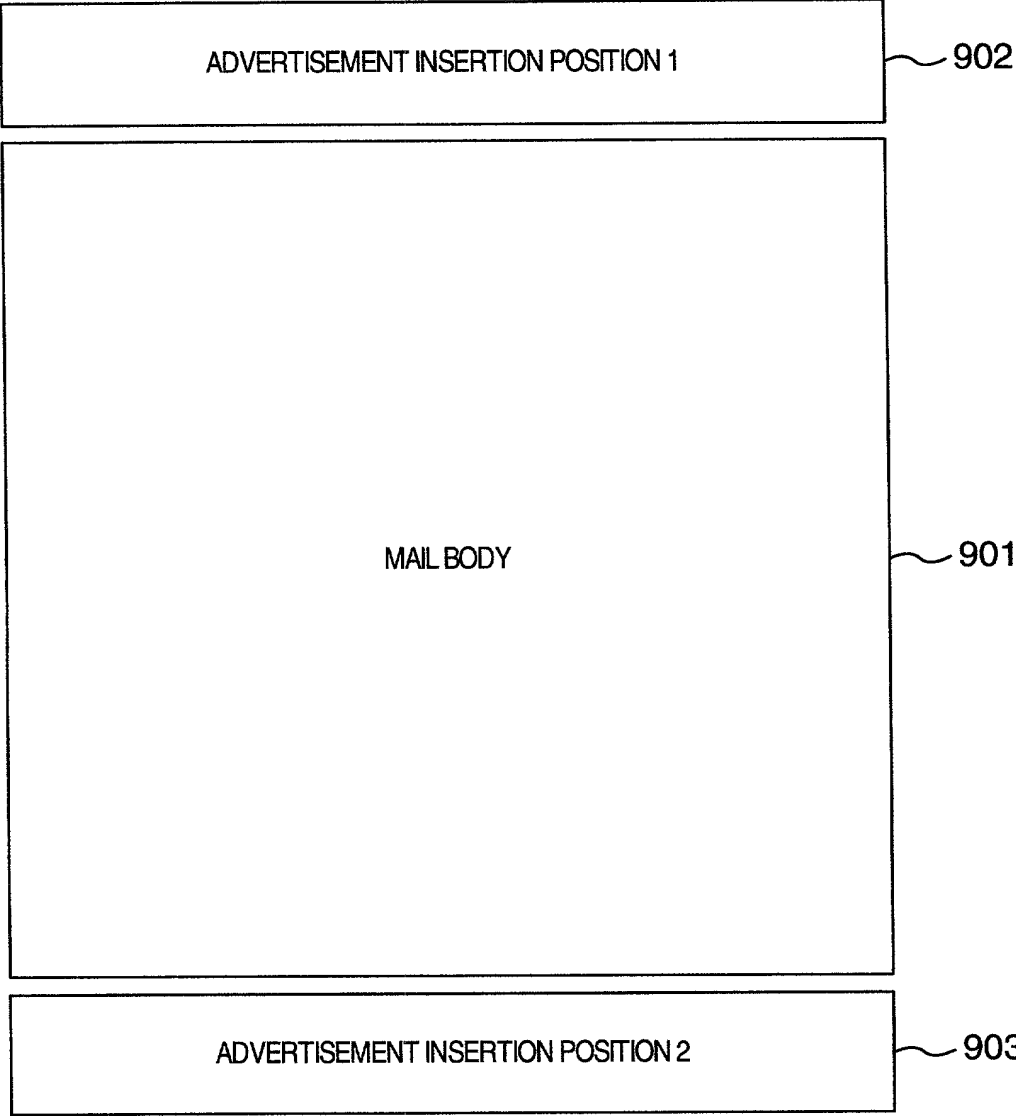
FIG. 7

701 USER	702 ADVERTISER	703 ADVERTISEMENT CHARGE	704 NUMBER OF ACCESSES	705 LAST ACCESS DATE & TIME
A	COMPANY B	12	10	2000/04/10 15:21
	COMPANY C	35	20	2000/05/12 10:15
B	COMPANY E	21	15	2000/06/03 17:38
	COMPANY F	1315	985	2000/03/22 02:01
.
.
.
	COMPANY X	1	1	2000/05/15 12:10

FIG.8

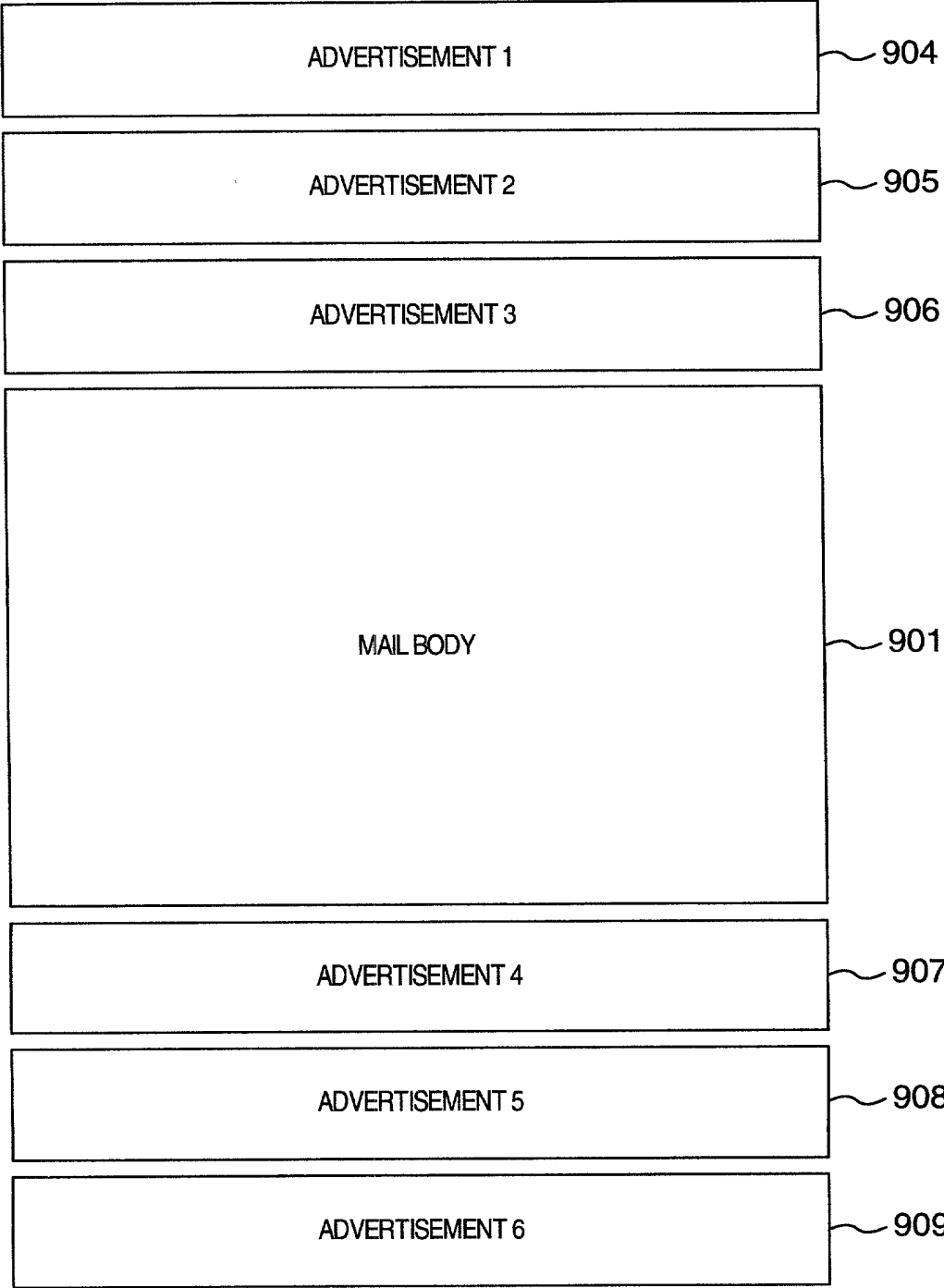
801 USER	802 USER IDENTIFIER	803 HOBBY/TASTE	804 BANK NAME	805 BRANCH NAME	806 ACCOUNT NO.	807 TERMINAL TYPE
A	ad1@xxx.co.jp	TOY, CAR	A BANK	A BRANCH	123456	PC
B	ad2@yy.co.jp	TRAVEL, COOKING	B BANK	C BRANCH	112255	CELL PHONE
B	ad3@zz.co.jp	TRAVEL, COOKING	B BANK	D BRANCH	334455	PDA
.
.
.
X	ad4@aaa.co.jp	ANIMATION	M BANK	N BRANCH	884536	PC

FIG.9



www.eshop.com

FIG. 10



www.fox.com

FIG.11

1002

WE HAVE INTRODUCED A NEW LIPSTICK INTO THE MARKET.
CLICK BELOW ↓ .
<http://abc/srv?http://www.xxx.co.jp/yyyy?ID=ad1 @xxx.co.jp?Pos=1>

FIG.12

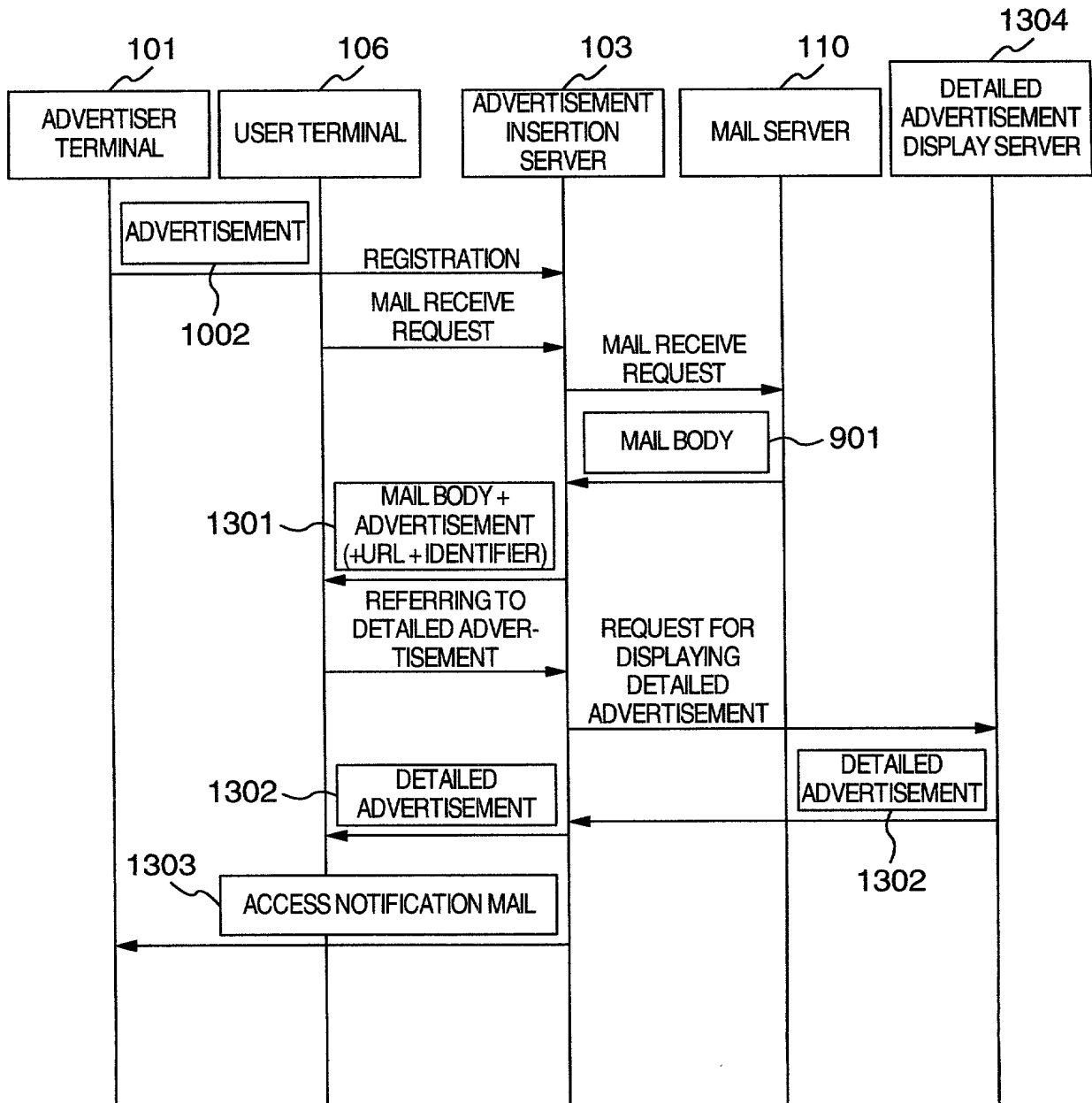
1101

WE HAVE INTRODUCED A NEW LIPSTICK INTO THE MARKET.
PLEASE SEND YOUR MAIL TO THE ADDRESS BELOW FOR FURTHER INFORMATION:
ADDRESS: uketsuke@xxx.co.jp
WE WILL SEND YOU DETAILED INFORMATION.

FIG. 13

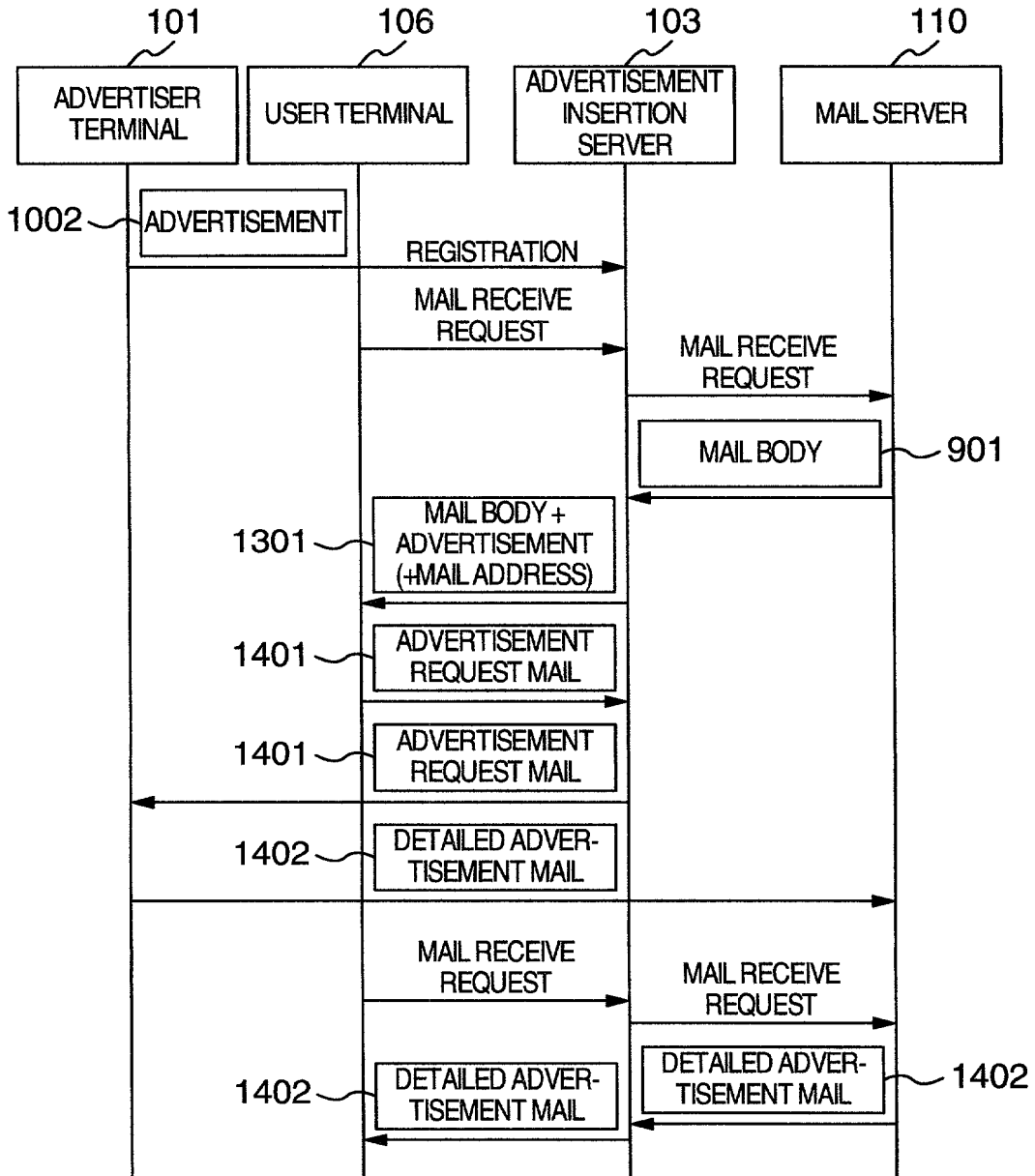
601 ADVERTISER	602 CATEGORY	603 CONTENT OF ADVER- TISEMENT	604 MAIL ADDRESS	605 NUMBER OF INSERTIONS	606 ADVERTISE- MENT END DATE	607 UNIT PRICE	608 EXTRA UNIT PRICE	609 INSERTION POSITION	1201 BASE CHARGE
COMPANY A	COSMETICS		cm@kigyousa.co.jp	539	2000/05/21	2	4	1	712
COMPANY B	CAR		custom@kigyob.co.jp	24	2000/06/02	1	3	2	24
.
COMPANY X	FOODS		user@xxx.co.jp	352	2000/07/11	5	10	1	483

FIG. 14



www.eshin.com

FIG.15



© 2004 Microsoft Corporation

FIG.16

1501



DEDICATED ORDER FORM PAGE

NAME:

ADDRESS:

TELEPHONE NO.:

MAIL ADDRESS:

PRODUCT NAME:

QUANTITY:

REMARKS:

Patent & Trademark Office

FIG. 17

1601

FIG.17

PLEASE SEND ME DETAILED ADVERTISEMENT.
----- Forward Message -----

WE HAVE INTRODUCED A NEW LIPSTICK INTO THE MARKET.
PLEASE SEND YOUR MAIL TO THE ADDRESS BELOW FOR FURTHER INFORMATION:
ADDRESS: uketsuke@xxx.co.jp
WE WILL SEND YOU DETAILED INFORMATION.
----- End Forward Message -----

FIG.18

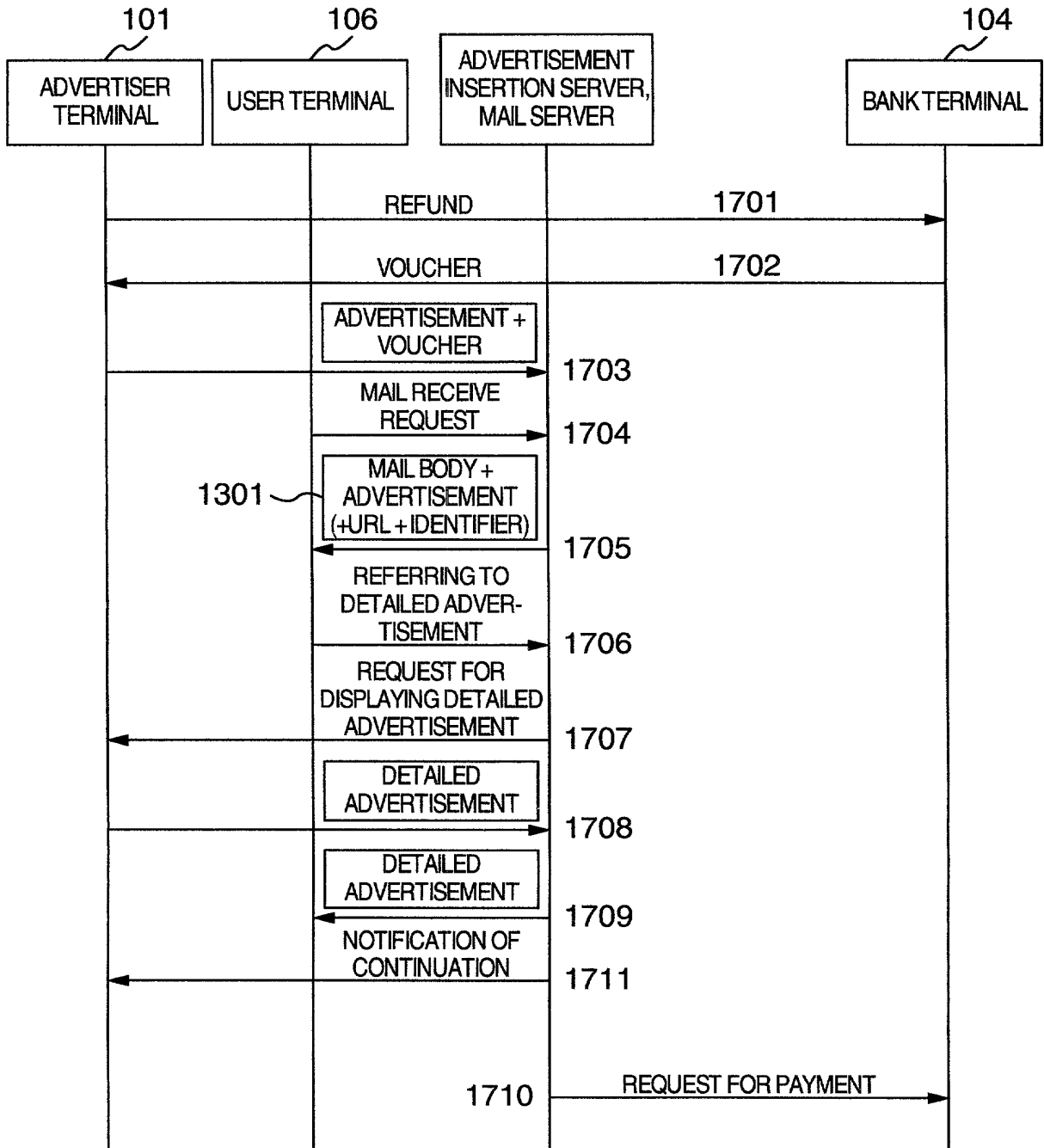
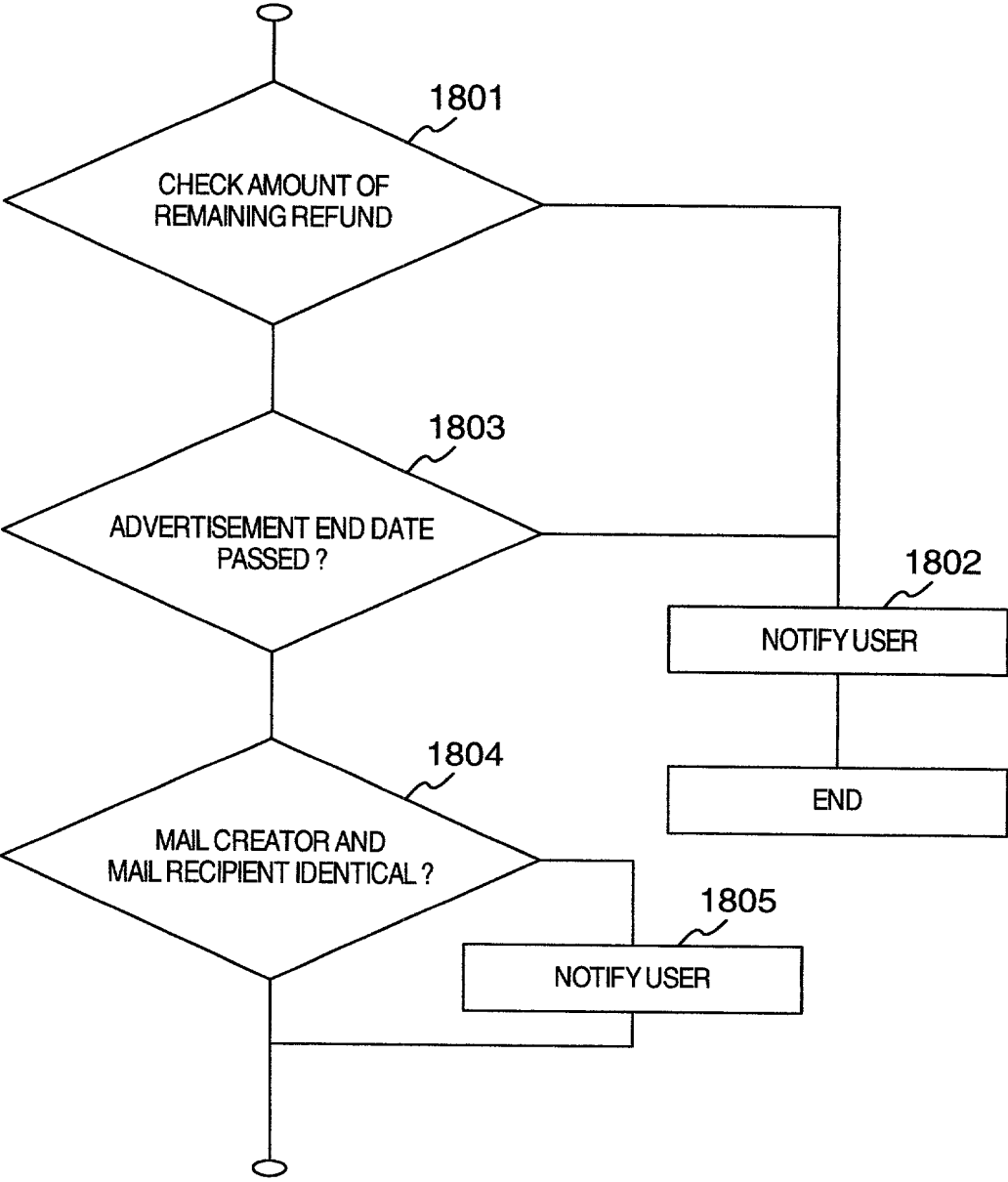


FIG. 18

FIG.19



Patent Application No. 2004/0100000

FIG.20

